

Message Text

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PAGE 01 LAGOS 10747 291326Z
ACTION AF-10

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UNCLAS LAGOS 10747

E.O. 11652 : NA
TAGS : BBSR, BEXP, NI
SUBJ : U.S. SCHOOL CONSTRUCTION EQUIPMENT AND EDUCATIONAL TRAINING
AIDS AND SUPPLIES CATALOG EXHIBITION -LAGOS, AUGUST 13-16

REF: 10 FAM

1. THE SUBJECT CATALOG SHOW WAS A SUCCESS IN ALL THREE LOCATIONS IN NIGERIA. ACCORDING TO DR. YOUNG, TWO HUNDRED FIRMS SUPPLIED CATALOGS. IN LAGOS ALONE THERE WERE OVER 400 VISITORS DURING THE EXHIBITION, OF WHICH 246 REGISTEED. VISITORS INCLUDED GOVERNMENT OFFICIALS IN THE MINISTRY OF EDUCATION WHO ARE INVOLVED WITH UPE CONSTRUCTION SCHEMES, MAJOR SUPPLIERS OF CONSTRUCTION EQUIPMENT, AND MEMBERS OF UNIVERSITIES AND TECHNICAL INSTITUTIONS. ON THE WHOLE, INDIVIDUALS PARTICIPATING WERE IN POLICY MAKING POSITIONS IN THE NIGERIAN GOVERNMENT, OF THE REGISTERED VISITORS, MORE THAN 1200 TRADE INQUIRIES WERE DEVELOPED AND 162 FIRMS RECEIVED TRADE INQUIRIES.

2. COMMENT: ON THE WHOLE, THE CATALOG SHOW WAS QUITE SUCCESSFUL. OBVIOUSLY, MANY OF THE PEOPLE WOULD HAVE PREFERRED SEEING THE EQUIPMENT AND MORE SAMPLES OF PRODUCTS.

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